

IN THE CLAIMS:

Please amend the claims as indicated. A complete set of the claims is included below, reflecting added subject matter (*underlining*) and deleted subject matter (*strikethrough*), as well as the current status of each claim. This listing of claims will replace all prior versions, and listings, of claims in the application:

1-15. (Canceled)

16. (Canceled)

17. (Currently Amended) A method for selectively accomplishing electronic communications between members of plural groups, including at least one potential buyer and at least one of multiple vendors, the multiple vendors located at widely distributed remote sites, the at least one potential buyer seeking to communicate with the at least one vendor via a commercial transaction communication control system ~~being adapted for use with an on-line computer service~~, comprising the steps of:

providing access by the at least one potential buyer to accessing said commercial transaction communication control system via an interface ~~adapted to communicate via the on-line computer~~,

receiving and storing dynamic video data from ~~one or more vendors~~ the at least one vendor for providing ~~the select~~ dynamic video data to said potential buyer from an appropriate one of the vendors selected upon selection by the commercial transaction communication control system, wherein the select dynamic video data is provided to said potential buyer at a buyer terminal,

providing text communications between said ~~one or more~~ at least one vendors and said at least one potential buyer,

storing data associated with the at least one potential buyer seeking a transaction an ~~active buyer~~, in a memory associated with the commercial transaction communication control system including buyer identification data and ~~commercial transaction~~ data relating to the transaction the buyer is seeking that includes request data entered by the ~~active~~ at least one

potential buyer via a buyer terminal wherein the buyer indicates the request data to the commercial transaction communication control system for routing to the at least one vendor, and selectively processing the ~~commercial transaction~~ data relating to the transaction the buyer is seeking to fulfill a request by first identifying select data including dynamic video and text data provided from a source relating to the ~~one or more vendors~~ at least one vendor and then providing the dynamic video and text to said ~~active~~ buyer at a buyer terminal responsive to said ~~commercial transaction data, data;~~ and

in some instances, to fulfill ~~the a~~ request, selectively routing ~~the active buyer based on the~~ request data via multiple commercial transaction control systems to communicate with one or more widely distributed vendors with capabilities to fulfill the request.

18. (Previously Presented) A method according to claim 17, further comprising the step of:

utilizing a camera associated with said one or more vendors to provide said dynamic video data.

19. (Original) A method according to claim 17, wherein the camera is adapted to image the vendor.

20. (Original) A method according to claim 17, further comprising the step of: storing the dynamic video data in a memory associated with the vendor.

21. (Currently Amended) A method according to claim 17, wherein at least certain of the dynamic video data is provided to the ~~active~~ buyer in freeze frames.

22. (Currently Amended) A method according to claim 17, wherein at least certain of the dynamic video data is provided to the ~~active~~ buyer in real time.

23. (Original) A method according to claim 17, wherein at least certain of the dynamic video data includes two-way video.

24. (Original) A method according to claim 22, wherein the real-time video is live person-to-person video communication.

25. (Original) A method according to claim 17, wherein at least certain of the dynamic video data is provided as stored video data.

26. (Original) A method according to claim 17, wherein the audio communication is received by the buyer in real time.

27. (Original) A method according to claim 17, wherein the text communications between the vendor and the buyer include provision of commercial transaction data.

28. (Original) A method according to claim 27, wherein the commercial transaction data includes product identification data.

29. (Original) A method according to claim 27, wherein the commercial transaction data includes order data.

30. (Canceled)

31. (Original) A method according to claim 17, further comprising the step of:
maintaining an inventory control for controlling text communications between a buyer and a vendor that relate to products or services.

32. (Original) A method according to claim 17, further comprising the step of:
providing a notification from the vendor to the buyer when the inventory control indicates that the product or service is unavailable.

33. (Currently Amended) A method for selectively accomplishing electronic communications between members of plural groups, including at least one potential buyer and at least one vendor, at widely distributed remote sites, via a commercial transaction communication control system ~~being adapted for use with an on-line computer service~~, comprising the steps of:

accessing said system via an interface ~~adapted to communicate via the on-line computer~~,

receiving and storing dynamic video data from one or more vendors for providing the high resolution still video data to said buyer at a buyer terminal upon selection by the commercial transaction communication control system,

providing text communications between said vendors and said buyer,

storing data associated with ~~an active~~ a buyer, in a memory associated with the commercial transaction communication control system including buyer identification data and ~~commercial transaction data that includes~~ request data entered by the active buyer, and

selectively processing the ~~commercial transaction~~ request data to fulfill a request by first identifying select data including high resolution still video and text data relating to the vendor and then providing the high resolution still video and text to said ~~active~~ buyer responsive to said ~~commercial transaction~~ request data; and

in some instances, to fulfill ~~the a~~ a request, selectively routing the ~~active buyer request data~~ request data via multiple commercial transaction control systems to communicate with one or more widely distributed vendors with capabilities to route ~~calls to the one or more~~ the request data between the one or more vendors based on the request data to fulfill the request.

34. (Original) A method according to claim 33, further comprising the step of: utilizing a camera associated with said vendor to provide said high resolution still video data.

35. (Original) A method according to claim 33, wherein the camera is adapted to image the vendor.

36. (Original) A method according to claim 33, further comprising the step of:
storing the still image video data in a memory associated with the vendor.
37. (Original) A method according to claim 33, wherein at least certain of the still
image video data is provided to the active buyer in freeze frames.
38. (Original) A method according to claim 33, wherein at least certain of the still
image video data is provided to the active buyer in real time.
39. (Original) A method according to claim 38, wherein at least certain of the still
image video data includes two-way video.
40. (Original) A method according to claim 38, wherein the real-time video is
live person-to-person video communication.
41. (Original) A method according to claim 33, wherein at least certain of the still
image video data is provided as stored video data.
42. (Original) A method according to claim 33, wherein the audio
communication is received by the buyer in real time.
43. (Original) A method according to claim 33, wherein the text communications
between the vendor and the buyer include provision of commercial transaction data.
44. (Original) A method according to claim 43, wherein the commercial
transaction data includes product identification data.
45. (Original) A method according to claim 43, wherein the commercial
transaction data includes order data.

46. (Canceled)

47. (Original) A method according to claim 33, further comprising the step of: maintaining an inventory control for controlling text communications between a buyer and a vendor that relate to products or services.

48. (Original) A method according to claim 33, further comprising the step of: providing a notification from the vendor to the buyer when the inventory control indicates that the product or service is unavailable.

49. (Withdrawn) A method of processing communications on-line to consummate transactions originating with buyers at personal computer terminals communicating through a public telephone system, comprising the steps of:

interfacing an active personal computer terminal to receive transaction selection data;

isolating a group of vendor sites responsive to the transaction selection data from an active personal computer;

communicating with the active computer terminal to isolate a vendor site from the group and coupling the active personal computer terminal to the isolated.

Please add the following new claims:

50. (New) A method for selectively accomplishing electronic communications according to claim 17, wherein certain vendors are accorded a priority status under control of the one or more commercial transaction communication control systems.

51. (New) A method according to claim 17, wherein access to the video data is provided according to a priority status.

52. (New) A method according to claim 17, wherein access is provided in accordance with a rotational order.

53. (New) A method according to claim 17, wherein access is provided in accordance with a random order.

54. (New) A method for selectively accomplishing electronic communications according to claim 33, wherein certain vendors are accorded a priority status under control of the one or more commercial transaction communication control systems.

55. (New) A method according to claim 33, wherein access to the video data is provided according to a priority status.

56. (New) A method according to claim 33, wherein access is provided in accordance with a rotational order.

57. (New) A method according to claim 33, wherein access is provided in accordance with a random order.